

## ABSTRAK

Profesi praktisi public relations (PR) sangat dibutuhkan dalam industri perhotelan. Namun, posisi praktisi public relations sering kali dipersepsikan oleh masyarakat tidak hanya membutuhkan persyaratan teknis sebagai PR, tetapi juga persyaratan non teknis (Good Looking). Realitasnya, perhotelan cenderung mempersyaratkan good looking sebagai salah satu persyaratan menjadi PR. Tujuan penelitian ini yaitu untuk mengeksplorasi lebih dalam bagaimana konstruksi makna good looking pada praktisi public relations di perhotelan Purwokerto. Selain itu, peneliti menganalisis hambatan-hambatan yang ditemui industri perhotelan di Purwokerto untuk memperoleh praktisi public relations yang good looking, serta bagaimana solusi untuk menanggulangi hambatan yang ditemui. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan teori konstruksi realitas dan interaksi simbolik. Hasil penelitian menunjukkan bahwa makna good looking dipersepsikan sebagaimana mitos yang berkembang dalam masyarakat yaitu cantik/tampan dengan kulit putih, tinggi, dan langsing. Namun, ada juga yang memaknai good looking lebih kepada intelektual yang berdampak pada kinerja. Selain itu, pengelola hotel dalam melakukan rekrutmen praktisi public relations hotel, cenderung memprioritaskan penampilan fisik sehingga dapat dikatakan ke dalam bentuk diskriminasi, dehumanisasi dan subordinasi. Hambatan pengelola hotel dalam memperoleh praktisi public relations yang sesuai dengan kriteria perusahaan ialah pengelola hotel kesulitan mendapatkan praktisi public relations yang sesuai dengan standar hotel. Tidak semua perempuan good looking mau menjadi praktisi public relations, serta kesulitan mendapatkan praktisi public relations lokal. Solusi pengelola hotel di Purwokerto dalam memperoleh praktisi public relations yang memenuhi kriteria perusahaan yaitu pengelola hotel memberikan pemahaman kepada calon praktisi public relations yang magang untuk mempersiapkan diri sebelum terjun ke dunia kerja secara formal yaitu dengan mengasah kemampuan atau skill seperti public speaking, komunikasi antarpribadi, media relations, dan grooming.

Kata kunci: good looking, praktisi public relations, ketimpangan sosial, konstruksi makna.

## **ABSTRACT**

*Public Relations (PR) profession practitioner is needed in hospitality industries. However, the position of public relations practitioner is often perceived by the public as not only requiring technical requirements as PR, but also non-technical requirements (Good Looking). In reality, hospitality tends to require good looking as one of the requirements to become a PR. The purpose of this research is to explore more deeply about the construct meaning of good looking in public relations practitioner in Purwokerto hotels. In addition, the researcher analyzed the obstacles encountered by the hotel industries in Purwokerto to obtain good looking public relations practitioner, as well as solutions to overcome the obstacles encountered. This study uses a qualitative descriptive research method with the theory of reality construction and symbolic interaction. The results of the study show that the meaning of good looking is perceived as a myth that develops in society, namely beautiful/handsome with white skin, tall and slim. However, there are also those who interpret good looking as more intellectual which has an impact on job performance. In addition, hotel managers in recruiting hotel public relations practitioner tend to prioritize physical appearance so that it can be said to be in the form of discrimination, dehumanization and subordination. The obstacle for hotel managers in obtaining public relations practitioner in accordance with company criteria is that hotel managers have difficulty obtaining public relations practitioner in accordance with hotel standards. Not all good looking women want to be public relations practitioner, and it is difficult to get local public relations practitioner. The solution for hotel managers in Purwokerto in obtaining public relations practitioner that meet company criteria, namely hotel managers provide understanding to prospective public relations practitioner apprentices to prepare themselves before entering the world of work formally, namely by improving their abilities or skills such as public speaking, interpersonal communication, media relations, and grooming.*

*Keywords: good looking, public relations practitioner, social inequality, meaning construction.*